To: Macleod, Stephen
From: Keeney, David
Posted: 2/14/96 9:04
Opened: 2/14/96 9:04
Subject: FWRD: P.O.S. INDICATOR -- INPUT

STEPHEN,
POS INDICATERS NEED TO BE UPDATED AT ASSIGNMENT LEVEL, HOWEVER I AM CONCERNED RELATIVE TO THE CURRENT KNOWLEDGE OF MY RETAIL REP'S.
THEY WILL NEED TRAINING IF WE WILL USE THE CURRENT IMPUT SYSTEM.(IE: 201, 403, ETC.).
I DO NOT BELIEVE THERE ARE TO MANY PIECES CURRENTLY, HOWEVER WE DO NEED TO INCORPORATE SALEM AND DORAL. AS A SUGGESTION, WE COULD USE THE CONTRACT INDICATERS TO INCLUDE B.A.T. PERF.PLUS, AND LORILLARD AS IDENTIFIERS TO DETERMINE NECESSARY QUANTITIES PLUS 25%(?).

DKK

========== <Forwarded Letter> ==========
From: 1610 - Buffalo ROU (BRZEZIE)
To: KEENEYD
Subject: FWRD: P.O.S. INDICATOR -- INPUT
Posted: 02/12/96 16:38
Priority: High Priority

RESPONSE NEEDED NO LATER THAN WEDNESDAY, FEBRUARY 14TH.....

========== <Forwarded Letter> ==========
From: Macleod, Stephen
To: 1610
Subject: P.O.S. INDICATOR -- INPUT
Posted: 02/12/96 15:39
Priority: Normal

Eileen, please send the attached to all DMs and RMs HIGH PRIORITY need their input by Wednesday, February 14, 1996!

Thanks,

SRM

51845 7435

Source: https://www.industrydocuments.ucsf.edu/docs/xtmy0000

To: Macleod, Stephen, Brezezicki, Eileen
From: Mota, Dinarte P.
Posted: 2/14/96 12:12
Opened: 2/14/96 12:12
Subject: P.O.S. INDICATORS

THE FOLLOWING ARE MY SUGGESTIONS ON THE P O S INDICATORS.

1. TOO MANY PIECES OF ADVERTISING IN THE CURRENT SYSTEM.
   * REPS ONLY NEED TO ORDER POS FOR PERMANENT DISPLAYS.
   * REPS CHOOSE TRANSPARENCIES OR CARDS .
2. QUANTITIES SHOULD BE DETERMINED AT TERRITORY LEVEL.
   * RETAIL REPS DETERMINE THEIR NEEDS FOR CHAIN STORES ONLY.
   * SALES REP DETERMINES THEIR NEEDS FOR INDEPENDENT STORES ONLY.
3. ALL PIECES OF POS SHOULD HAVE THE SAME SKU'S PER BOX.
   * 1 SKU SHOULD = 25 PIECES OF POS. THIS WOULD CUT DOWN ON INCORRECT ORDERING AND SAVE ON SHIPPING.
4. INSTEAD OF THE CURRENT SIZE TO DESCRIBE THE ADVERTISING PIECE (19" CARD) WE SHOULD HAVE
   * FULL PRICE DISPLAY TOP SIGN NON-LIT
   * FULL PRICE DISPLAY LARGE TOP SIGN NON-LIT
5. THE SECTIONS SHOULD BE SEPARATED BY CATEGORIES. ALL TRANSPARENCIES LISTED IN ONE COLUMN. ALL PAPER IN ANOTHER COLUMN.

I HOPE THIS IS OF SOME HELP TO YOU. DINARTE

51845 7436

Source: https://www.industrydocuments.ucsf.edu/docs/xtmy0000